

INVESTING IN ART!²

THE POWER OF KNOWLEDGE

In the last issue of Nos Florin (Vol. 9, April 2008), the fundamental aspects for collecting art such as *aesthetics* (personal taste), *economics* (available budget) and *investment value* were presented as important criteria to take into account when starting a personal or corporate art collection.

Furthermore, the decision to begin investing in art was shown to start with the acquired vision of connecting, through the arts, with the very source and to the power of *intelligent creativity* that is essential to human nature and history.

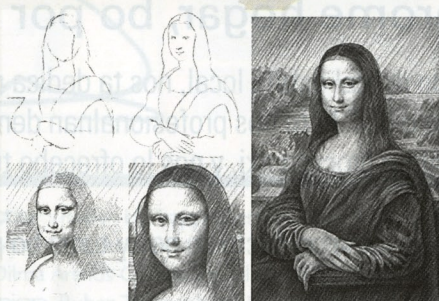
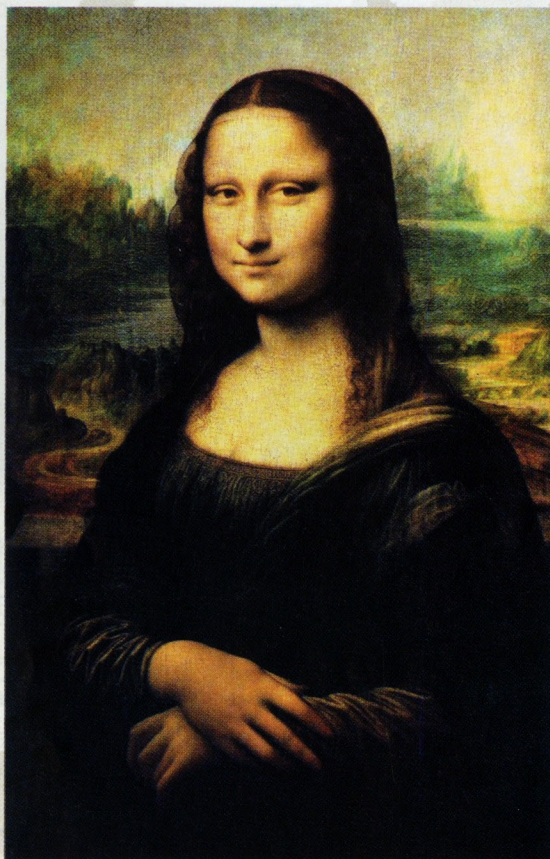
Whether starting a private or corporate collection, the *quality* factor remains crucial in determining how to start building an art collection. With other words, a collection should show good, educated taste, and should represent a substantial return on investment should one decide to sell later. Also, a *critical attitude* will ensure focus on important aspects.

Take a second look.

Love at first sight does exist when looking at art. But then, let us not forget: Love can also be blind. *Personal preference* can be based on many different aspects. One likes a painting because it represents a certain genre (such as realism, or abstraction), a specific theme (landscapes, portraits, or still lifes), a certain technique (oil or acrylic paints, watercolors), or because its color scheme matches perfectly with the living room sofa, or because it was painted by a relative... Whatever the attraction, think about it for a day or two, and go back for a good second look.

Academic guarantee.

The next most important aspect to consider is the artist. Always ask about the artist and read up on the *artist's training and career*. A good academic back-



ground - with certified degrees - guarantees that the work is of good quality (use of durable professional art materials, construction, technical execution, art historical references, etc.). Don't be deceived by trendy modernisms ("anything goes...") or nice-looking frames. Lack of academic quality in any type of artwork can be spotted from miles away by those in the know. An available CV and extensive career, preferably with juried international exhibitions and publications, often means the artist's work is up to

international standards and worth your investment. Avoid decorative, dubious reproductions from any source. To start a serious collection, look for real art, made by real (professionally trained) artists.

Get a second opinion.

As with any investment, get *expert advice* and a second opinion when investing in art. Due to our very small scale, professional art criticism is hard to get by. However, a thorough analysis by a professional (not commercial) art dealer or an academically trained artist is about the only guarantee available locally.

There are good local artists on Aruba that create international quality art, and whose work is worth collecting. Smart collectors approach these artists directly. Museum quality local art (or "fine art"), because of its uniqueness, is always a must. Find out who's who and read up on local, regional and international art history to understand the basics. Art collecting opens new, vast horizons, and connects the owner with that great, continuous river of human creative knowledge. Next to being a great investment opportunity for the collector and his future heirs, a true work of art is simply... a joy forever! ■

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